

2012
GROUNDS for DEVELOPMENT

4th LARGEST CITY
in Oklahoma

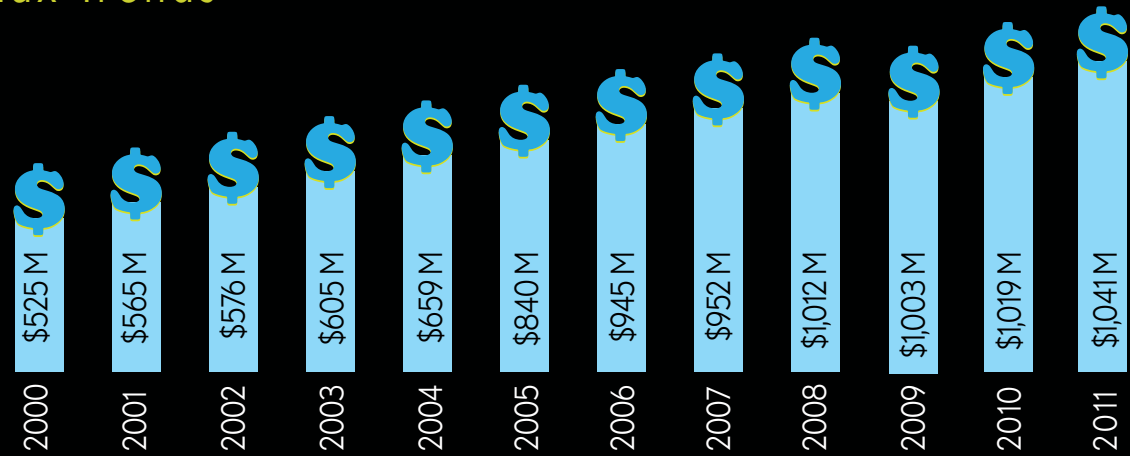


BROKEN ARROW
ECONOMIC DEVELOPMENT
CORPORATION

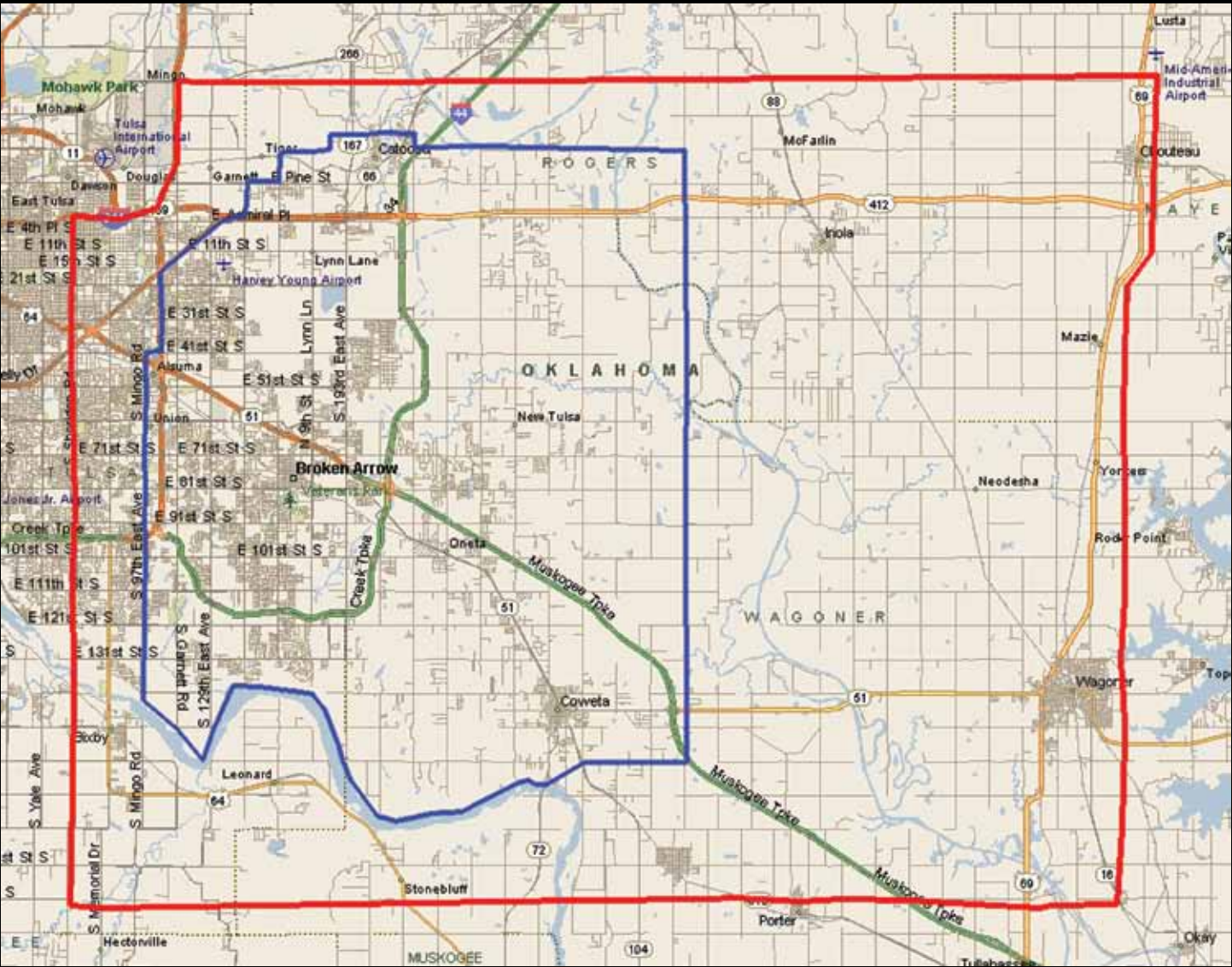
Major Retail
Developments
underway in
Broken Arrow

- 1 Battle Creek
(378 unit luxury apartment complex and existing golf course)
- 2 Shoppes at Stone Ridge
(St. John Hospital)
- 3 Stone Wood Hills
(Bass Pro, Los Cabos, Charleston's, Lone Star Steak House)
- 4 City Pad Sites
- 5 Shops at Lynn Lane & Hillside Plaza
(Louie's Bar & Grill)
- 6 61st & Lynn Lane
- 7 Shops at Broken Arrow
(Target, PetSmart, Olive Garden, Dick's Sporting Goods)
- 8 The Park at Adams Creek
(Cinemark, Lowe's, IHOP, Chili's)
- 9 Northeast Crossroads
(Walmart)
- 10 Country Crossing
- 11 Jackson Mills Master Plan
- 12 Oneta Square
(nearby- Armed Forces Reserve Center)
- 13 NSU Development
(University, Festival Park)
- 14 Aspen Creek
(Available City Property along the Creek Turnpike)
- 15 Main Street
(Arts & Entertainment District)
- 16 Tiger Plaza
(Shops, Services & Restaurants)

Sales Tax Trends GROSS SALES SUBJECT TO TAX



BROKEN ARROW
ECONOMIC DEVELOPMENT
CORPORATION



>> PRIMARY AND SECONDARY RETAIL TRADE AREAS

PRIMARY TRADE AREA: Our primary trade area consists of over **200,000** potential customers resulting in a total retail leakage of over **\$1.1 billion**

SECONDARY TRADE AREA: Our secondary trade area, consisting of over **330,000** potential customers, yields over **\$2.6 billion** in retail leakage



>> LEAKAGE SUMMARY

SIC	RETAIL SECTOR	PRIMARY LEAKAGE AMOUNT	SECONDARY LEAKAGE AMOUNT
521	Lumber and Other Building Materials	-\$28,714,740	-\$88,455,960
523	Paint, Glass and Wallpaper	-\$6,789,233	-\$18,142,210
525	Hardware Stores	-\$28,473,750	-\$52,487,490
526	Retail Nurseries and Garden	-\$9,080,843	-\$24,672,860
527	Mobile Home Dealers	-\$7,502,080	-\$12,184,570
53	General Merchandise Stores	-\$107,525,100	-\$299,469,600
541	Grocery Stores	-\$145,620,200	-\$317,651,000
542	Meat and Fish Markets	-\$10,982,180	-\$17,836,800
543	Fruit and Vegetable Markets	-\$2,023,033	-\$3,285,727
544	Candy, Nut and Confection Stores	-\$550,261	-\$956,127
545	Dairy Products Stores	-\$451,570	-\$733,421
546	Retail Bakeries	-\$1,440,307	-\$3,650,023
549	Miscellaneous Food Stores	-\$12,994,990	-\$24,663,640
551	New and Used Car Dealers	-\$306,752,400	-\$554,950,700
552	Used Car Dealers	-\$20,560,590	-\$67,347,930
553	Auto and Home Supply Stores	-\$70,064,480	-\$129,399,800
555	Boat Dealers	-\$2,676,394	-\$17,828,730
556	Recreational Vehicle Dealers	-\$23,580,060	-\$38,672,260
557	Motorcycle Dealers	-\$9,507,834	-\$15,941,560
559	Automotive Dealers, NEC	-\$14,814,600	-\$36,107,530
561	Men's and Boys' Clothing Stores	-\$2,264,654	-\$4,177,486
562	Women's Clothing Stores	-\$3,830,871	-\$10,091,730
563	Women's Accessory and Specialty Stores	-\$1,062,040	-\$1,787,337
564	Children's and Infants' Wear	-\$1,920,677	-\$3,119,485
566	Shoe Stores	-\$3,789,246	-\$10,835,530
569	Miscellaneous Apparel and Accessory Stores	-\$5,355,748	-\$9,260,329
571	Home Furniture and Furnishing	-\$41,564,020	-\$79,989,760
572	Household Appliance Stores		-\$3,366,141
573	Radio, TV, and Computer Stores	-\$75,749,580	-\$129,895,100
5812	Eating Places	-\$193,886,000	-\$403,594,700
5813	Drinking Places	-\$4,244,227	-\$8,953,024
591	Drug Stores and Proprietary		-\$24,005,450
592	Liquor Stores	-\$2,772,497	-\$8,247,930
593	Used Merchandise Stores	-\$9,470,653	-\$18,565,060
5941	Sporting Goods, Bicycle and Gun Stores	-\$948,395	-\$12,151,050
5942	Book Stores	-\$7,913,597	-\$13,227,440
5943	Stationery Stores	-\$1,992,381	-\$11,037,930
5944	Jewelry Stores	-\$2,151,824	-\$4,992,886
5945	Hobby, Toy and Game Shops	-\$15,493,940	-\$26,974,690
5946	Camera and Photography Supply Stores	-\$698,428	-\$1,134,358
5947	Gift, Novelty and Souvenir Shops	-\$8,871,183	-\$15,906,190
5949	Sewing, Needlework and Craft Stores	-\$963,086	-\$1,876,285
596	Non-store Retailers	-\$2,233,481	-\$11,117,440
598	Fuel and Ice Dealers	-\$3,707,584	-\$6,146,539
5992	Florists	-\$4,746,059	-\$9,424,792
5993	Tobacco Stores and Stands	-\$2,999,470	-\$5,058,865
5995	Optical Goods Stores	-\$2,282,454	-\$4,518,475
5999	Miscellaneous Retail Stores, NEC	-\$66,181,500	-\$122,469,100



Battle Creek

1

>> 18 HOLE GOLF COURSE



Battle Creek is an upscale, master planned community that includes Battle Creek Golf Club, a pristine 18-hole championship golf course. It's located in the heart of some of Broken Arrow's nicest and newest residential developments. The southern edge of Battle Creek sits near the rapidly developing Broken Arrow Expressway (SH-51) commercial corridor. More than 80,000 cars per day travel along this route on their way to or from Tulsa. Just to the east is the new St. John Broken Arrow Medical Complex, a full-service hospital. Also east is the state's largest Bass Pro Shop, attracting thousands of visitors from all over the region each year. Battle Creek serves a large trade area due to its proximity to the Broken Arrow Expressway and to Tulsa.

STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Projection Population	23,151	244,068	497,305
2012 Estimate Population	21,881	235,806	482,931
2012 Est. Median Household Income	\$44,592	\$46,272	\$45,113

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

General Merchandise Stores – Clothing & Clothing Accessories	\$5,184,167	—
Grocery Stores	\$2,902,011	\$24,244,723
Home Centers	\$2,683,951	—
Family Clothing Stores	\$2,092,191	—
Foodservice & Drinking Places	\$2,049,939	—
Gasoline Stations	\$1,601,016	\$24,072,053
Special Food Services	\$946,634	\$7,256,559
Specialty Food Stores	\$469,438	\$7,266,495

Source: Nielsen/Claritas



- 378 Luxury Apartments
- Frontage road linking to Shoppes at Stone Ridge (St. John Hospital)



the Shoppes at Stone Ridge

2

>> FULL SERVICE HOSPITAL



This development is anchored by the new St. John Broken Arrow, a \$125 million full-service hospital and two additional 100,000 SF Medical Office Buildings. The Shoppes have multiple ingress and egress points from the Broken Arrow Expressway, W. Albany Street (61st) and N. Elm Place (161st). This site offers great visibility and access from the Broken Arrow Expressway, with Bass Pro Shops located only 1/8th mile away. Pre-leasing Phase I with 50,000±SF of retail and restaurant opportunities, including 5 pad sites available from .9 to 1.35 acres.

STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Projection Population	13,731	158,743	400,522
2012 Estimate Population	12,673	151,962	386,385
2012 Est. Median Household Income	\$52,300	\$46,937	\$47,726

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Clothing Stores	\$3,773,732	—
Family Clothing Stores	\$2,740,287	—
General Merchandise Stores – Clothing & Clothing Accessories	\$1,539,731	—
Shoe Stores	\$1,241,445	—
Supermarkets	—	\$40,546,662
Special Food Services	\$917,219	\$8,548,057
Convenience Stores	\$646,565	\$11,662,509
Drinking Places – Alcoholic Beverages	\$505,595	\$2,564,019
Specialty Food Stores	\$473,785	\$7,636,907
Camera & Photographic Equipment Stores	\$258,488	\$1,079,604
Nursery & Garden Centers	\$187,331	\$5,538,083

Source: Nielsen/Claritas





Stone Wood Hills

3

Hillside Drive extends to:

- Shops at Lynn Lane
- Shops at Broken Arrow
- The Park at Adams Creek

Home to Oklahoma’s largest Bass Pro Shop, Stone Wood Hills sits on 430 acres along the Broken Arrow Expressway (SH-51). This site provides an outstanding view of Broken Arrow and Tulsa, centered around a combination of retail, restaurant, and office development.



Statistics

5 MINUTE DRIVE TIME 10 MINUTE DRIVE TIME 15 MINUTE DRIVE TIME

DEMOGRAPHICS

2017 Projection	8,862	129,256	350,556
2012 Estimate	7,907	123,047	337,576
2012 Est. Median Household Income	\$54,645	\$47,713	\$47,311

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Special Foodservices	\$2,059,813	\$10,643,745	
Drinking Places – Alcoholic Beverages	\$1,071,354	\$2,755,539	
Nursery & Garden Centers	\$659,611	\$6,642,078	
Hardware Stores	—	\$3,168,482	
Convenience Stores	\$1,227,014	\$12,125,444	
Beer, Wine & Liquor Stores	\$1,226,043	—	
Supermarkets	—	\$66,403,903	
Gasoline Stations	—	\$25,865,889	
Women’s Clothing Stores	\$1,175,439	—	
Children’s, Infants Clothing Stores	\$831,123	—	
Family Clothing Stores	\$4,188,318	—	
Shoe Stores	\$873,548	—	
General Merchandise Stores – Clothing & Clothing Accessories	\$4,665,600	—	

Source: Nielsen/Claritas



Tenants:

- American Airlines Credit Union
- NuSound
- Thru the Cellar Door
- StoneWood Cafe
- Liberty Mutual Insurance
- Divine Dental Work
- Paradox Restaurant
- Pretty Penny
- Emerson Orthodontic
- Cigar Box
- Marble Slab
- Oklahoma Joe’s BBQ





City Pad Sites

4

These pad sites have been prepared by the City of Broken Arrow for retail and restaurant use. They are located within walking distance of the newly constructed Flight Safety manufacturing facility, home to over 650 highly skilled workers. They have prime frontage along 71st Street, Broken Arrow's main thoroughfare, and are also located less than a half mile from the Target Shopping Center, home to Dick's Sporting Goods, Marshall's, PetSmart and others. Favorable long-term lease rates are available.



STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Projection	23,256	150,618	381,364
2012 Estimate	22,000	142,593	367,511
2012 Est. Median Household Income	\$48,041	\$50,955	\$47,012

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Computer and Software Stores	—	\$2,825,662	
Camera and Photographic Equipment Stores	—	\$2,068,255	
Lawn, Garden Equipment, Supplies Stores	—	\$4,786,390	
Nursery and Garden Centers	\$1,226,285	\$8,308,818	
Grocery Stores	—	\$56,930,210	
Convenience Stores	\$1,153,758	—	
Specialty Food Stores	\$618,636	\$6,546,862	
Beer, Wine and Liquor Stores	\$1,174,412	\$2,544,053	
Cosmetics, Beauty Supplies, Perfume Stores	\$266,242	—	
Optical Goods Stores	\$474,001	\$1,093,729	
Clothing Stores	\$3,482,692	\$11,861,091	
Childrens, Infants Clothing Stores	\$592,104	\$4,021,444	
Family Clothing Stores	\$2,195,477	\$13,693,972	
Shoe Stores	\$1,045,568	\$6,752,111	
Book Stores	\$672,904	—	
Office Supplies and Stationery Stores	\$608,647	—	
General Merchandise Stores	—	\$57,284,196	
Special Foodservices	\$1,434,754	\$12,167,225	
Drinking Places -Alcoholic Beverages	\$867,503	\$6,288,076	

Source: Nielsen/Claritas



Shops at Lynn Lane & Hillside Plaza

5



These two sites offer prime real estate and great visibility in a thriving and growing retail area. Directly east of these developments are The Shops at Broken Arrow, anchored by Target. To the west is Oklahoma's largest Bass Pro Shop. This power center is in close proximity to the Broken Arrow High School football stadium (largest high school in the state) with great access to the Broken Arrow Expressway, which is the major expressway between Broken Arrow and Tulsa.

STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Projection	15,169	125,360	348,388
2012 Estimate	13,555	118,773	335,781
2012 Est. Median Household Income	\$56,286	\$47,545	\$47,275

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Special Foodservices	\$2,059,813	\$10,643,745
Drinking Places – Alcoholic Beverages	\$1,071,354	\$2,755,539
Convenience Stores	\$1,227,014	\$12,125,444
Nursery & Garden Centers	\$659,611	\$6,642,078
Hardware Stores	—	\$3,168,482
Beer, Wine & Liquor Stores	\$1,226,043	—
Supermarkets	—	\$66,403,903
Gasoline Stations	—	\$25,865,889
General Merchandise Stores – Clothing & Clothing Accessories	\$4,665,600	—
Women's Clothing Stores	\$1,175,439	—
Family Clothing Stores	\$4,188,318	—
Children's, Infants Clothing Stores	\$831,123	—
Shoe Stores	\$873,548	—

Source: Nielsen/Claritas





61st & Lynn Lane

6

Conveniently located in the heart of Broken Arrow's upscale housing developments, this location provides easy access to rooftops, while still being convenient for highway access less than a mile south. Prime for an upscale grocery anchored project or mixed-used development; this is an excellent location for retailers looking to reach Broken Arrow's high-end clientele.



STATISTICS

61st & Lynn Lane

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Population Projection	15,907	111,948	351,596
2012 Population Estimate	14,476	104,091	339,453
2012 Est. Median Household Income	\$51,169	\$49,587	\$46,915

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Camera and Photographic Equipment Stores	\$192,157	\$51,442,643
Nursery and Garden Centers	\$527,301	\$4,767,341
Grocery Stores	—	\$27,084,408
Convenience Stores	\$427,099	\$6,270,279
Specialty Food Stores	\$184,913	\$4,507,966
Beer, Wine and Liquor Stores	\$293,304	\$2,824,830
Optical Goods Stores	\$264,605	—
Other Gasoline Stations	—	\$4,276,964
Clothing Stores	\$1,137,929	\$8,774,598
Women's Clothing Stores	\$504,657	—
Childrens, Infants Clothing Stores	—	\$2,856,300
Family Clothing Stores	—	\$9,451,475
Shoe Stores	\$426,667	\$4,975,873
Hobby, Toys and Games Stores	\$411,247	—
Book Stores	\$590,936	—
Department Stores	—	\$37,304,367
Drinking Places -Alcoholic Beverages	\$244,188	\$4,940,513

Source: Nielsen/Claritas





the Shops at Broken Arrow

7

>> REGIONAL POWER CENTER

Phase I of this 400,000 SF regional power center is located along the Broken Arrow Expressway (SH-51). With retailers like Target, Marshalls and PetSmart, The Shops at Broken Arrow will be a destination for area shoppers from Tulsa and surrounding communities.



NOW OPEN:
Target • Marshalls • Rue21 • Olive Garden
PetSmart Famous Footwear • Maurices • AT&T
GNC • Radio Shack • Cherry Berry • Applebee's
Panda Express • Beautiful Nails • Cinemark
Dick's Sporting Goods

BROKEN ARROW, OKLAHOMA



BrokenArrowRetail.com | 866.852.5718

STATISTICS

DEMOGRAPHICS

2017 Population Projection
2012 Population Estimate
2012 Est. Median Household Income

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Special Foodservices
Drinking Places – Alcoholic Beverages
Convenience Stores
Nursery & Garden Centers
Hardware Stores
Beer, Wine & Liquor Stores
Supermarkets
Gasoline Stations
General Merchandise Stores – Clothing & Clothing Accessories
Women's Clothing Stores
Family Clothing Stores
Children's, Infants Clothing Stores
Shoe Stores

Source: Nielsen/Claritas

shops at Broken Arrow

5 MINUTE
DRIVE TIME

10 MINUTE
DRIVE TIME

15 MINUTE
DRIVE TIME

14,740	123,268	345,825
13,379	116,664	332,816
\$51,843	\$47,202	\$47,464
\$2,059,813	\$10,643,745	
\$1,071,354	\$2,755,539	
\$1,227,014	\$12,125,444	
\$659,611	\$6,642,078	
—	\$3,168,482	
\$1,226,043	—	
—	\$66,403,903	
—	\$25,865,889	
\$4,665,600	—	
\$1,175,439	—	
\$4,188,318	—	
\$831,123	—	
\$873,548		

NEW FACILITY – Located within minutes of this area...

FlightSafety International designs and manufactures full-motion flight simulators and operates the world's largest fleet of advanced flight simulators at 43 centers around the world, training more than 75,000 pilots, technicians and other aviation specialists annually

\$40M Expansion Facility
Over 650 employees in Broken Arrow
Average Salary: \$58,000



All statements herein are for informational purposes only and are believed to be reliable; however, no warranty or representation is made to the accuracy thereof and the same is submitted subject to errors, omissions, change of price, terms, conditions and prior sale or lease. Demographic information provided by Claritas Inc. 2010. Traffic counts from City of Broken Arrow, Oklahoma Turnpike Authority and Oklahoma Department of Transportation.



the Park at Adams Creek

8

>> POWER CENTER



This 220 acre master planned commercial development is in the heart of retail activity in Broken Arrow, just east of the Target-anchored The Shops at Broken Arrow. It's located just north of the Broken Arrow Expressway (SH-51), the main highway between Broken Arrow and Tulsa.

NOW OPEN:
Lowe's • Target • Cinemark • Panda Express
Santa Fe Cattle Company • Olive Garden
Buffalo Wild Wings • Chili's • IHOP • Applebee's
Marshalls • PetSmart • AT&T • Radio Shack
Cherry Berry • GNC • Dick's Sporting Goods

STATISTICS

DEMOGRAPHICS

2017 Population Projection
2012 Population Estimate
2012 Est. Median Household Income

5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
11,404	94,248	312,938
10,542	87,686	300,425
\$48,784	\$49,012	\$47,556

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Special Foodservices
Supermarkets
Hobby, Toys & Games Stores
Nursery & Garden Centers
Convenience Stores
Drinking Places – Alcoholic Beverages
Camera & Photographic Equipment Stores
Hardware Stores
Specialty Food Stores
Gasoline Stations
Children's, Infants Clothing Stores
Luggage & Leather Goods Stores
Sew/Needlework/Piece Goods Stores
Department Stores

\$545,346	\$10,294,584
—	\$22,050,924
\$517,904	—
\$511,863	\$3,136,870
\$407,821	\$8,465,663
\$289,959	\$2,668,574
\$191,604	\$1,706,487
—	\$1,324,175
\$183,915	\$5,790,179
—	\$16,348,189
\$400,632	\$1,187,202
\$100,971	\$1,003,626
—	\$1,420,620
—	\$11,919,584

Source: Nielsen/Claritas

the park
at adams
creek





Northeast Crossroads

>> CROSSROAD ADVANTAGE

9

This 67 acre site in the new East Side Development District of Broken Arrow (a 3,000 acre commercial, residential and business development) is anchored by a new Walmart Supercenter. Northeast Crossroads is located at the intersection of East Kenosha Street and the Creek Turnpike. It is just north of the BA Expressway (SH-51) and Muskogee Turnpike intersection, providing quick and easy access to all points around the Tulsa Metro area.



STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Population Projection	18,298	145,973	388,162
2012 Population Estimate	16,576	138,731	375,021
2012 Est. Median Household Income	\$53,149	\$46,770	\$47,102

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Supermarkets	\$7,788,382	\$28,454,008
General Merchandise Stores (exc. Department Stores)	\$5,595,474	—
General Merchandise Stores - Clothing & Clothing Accessories	\$5,151,691	\$25,022,435
Pharmacies & Drug Stores	\$5,097,366	\$1,541,312
Department Stores	\$3,102,999	\$9,500,461
Full Service Restaurants	\$3,247,506	\$4,176,858
Furniture Stores	\$1,155,275	\$4,071,847
Home Centers	\$1,953,175	—
Family Clothing Stores	\$1,890,930	\$12,435,755
Building Materials, Lumber Yards	\$1,632,624	—
Radio, TV, Electronics Stores	\$1,465,143	—
Women's Clothing Stores	\$1,011,761	\$2,940,870
Special Foodservices	\$881,152	\$5,006,648
Limited Service Eating Places	\$861,223	\$3,168,864
Drinking Places – Alcoholic Beverages	\$479,279	\$2,432,271

Source: Nielsen/Claritas





County Crossing

10

Located with frontage along both the Broken Arrow Expressway and 71st Street, this site has excellent visibility and traffic counts that would serve any retail tenant well. With enough space to accommodate a large-scale mixed-used retail development, this site is ripe for a regional shopping center to serve the Tulsa Metro area.



STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Projection	16,539	111,086	351,255
2012 Estimate	15,550	102,880	337,476
2012 Est. Median Household Income	\$48,153	\$54,006	\$47,920

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Radio, Television, Electronics Stores	\$728,630	—
Computer and Software Stores	—	\$1,572,383
Camera and Photographic Equipment Stores	\$216,206	\$1,729,144
Nursery and Garden Centers	\$1,111,995	\$6,476,487
Food and Beverage Stores	—	\$45,079,033
Convenience Stores	\$882,010	\$7,640,326
Specialty Food Stores	\$328,908	\$5,435,550
Beer, Wine and Liquor Stores	\$410,795	\$2,563,901
Other Gasoline Stations	—	\$9,510,793
Clothing Stores	\$2,136,888	\$5,230,173
Women's Clothing Stores	\$788,515	—
Childrens, Infants Clothing Stores	—	\$3,413,012
Family Clothing Stores	\$556,991	\$8,654,721
Shoe Stores	\$620,227	—
Book Stores	\$710,836	—
Office Supplies and Stationery Stores	\$522,963	—
Department Stores	—	\$47,387,254
Special Foodservices	\$816,104	\$9,583,783
Drinking Places -Alcoholic Beverages	\$634,238	\$5,506,509

Source: Nielsen/Claritas



Jackson Mills Master Plan

11

>> EASTERN ENTRANCE



At the intersection of two regional highways, Jackson Mills serves a wide trade area. The Creek Turnpike feeds residents from Jenks, Bixby and Tulsa to the west and Claremore to the north. SH-51 is the main route to Tulsa from Coweta, Wagoner and other communities to the southeast making this site the “Eastern Entrance” to Tulsa. There are nearly 60 acres available for retail and restaurant development. This area has seen enormous growth recently with the completion of Phase II at Northeastern State University-Broken Arrow, located one mile south.

STATISTICS

DEMOGRAPHICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
2017 Population Projection	3,533	68,003	269,746
2012 Population Estimate	3,357	62,673	255,916
2012 Est. Median Household Income	\$62,704	\$54,419	\$49,032

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Furniture Stores	\$161,710	\$3,449,572
Supermarkets	\$1,561,112	\$5,799,846
Specialty Food Stores	\$53,145	\$2,086,509
Beer, Wine & Liquor Stores	\$68,039	\$2,001,446
Family clothing Stores	\$267,034	\$10,004,015
Shoe Stores	\$94,027	\$3,265,146
Book Stores	\$52,355	\$2,077,373
Department Stores	\$951,197	\$9,300,206
Special Foodservices	\$115,128	\$4,192,176
Drinking Places – Alcoholic Beverages	\$61,324	\$1,765,201
General Merchandise Stores – Clothing & Clothing Accessories	\$1,836,947	\$20,222,032

Source: Nielsen/Claritas





Oneta Square

12

Just one mile west of Oklahoma's largest Army Reserve Center, Oneta Square is ripe with opportunity. With more than 20,000 cars per day on SH-51, Oneta Square is sure to gain a lot of visibility as people drive to Tulsa from communities southeast of the metro. Just one mile south is a new Walmart Supercenter.



STATISTICS

DEMOGRAPHICS

2017 Population Projection
2012 Population Estimate
2012 Est. Median Household Income

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Furniture Stores
Appliances, TVs, Electronics Stores
Home Centers
Supermarkets
Pharmacies & Drug Stores
Women's Clothing Stores
Family Clothing Stores
Sporting Goods Stores
Department Stores
Full Service Restaurants
Limited-Service Eating Places
General Merchandise Stores – Clothing & Clothing Accessories
General Merchandise Stores – Furniture & Home Furnishings
General Merchandise Stores – Electronics & Appliances
General Merchandise Stores – Sporting Goods, Hobby, Book, Music

Source: Nielsen/Claritas

AFRC – Armed Forces Reserve Center

Oneta Square is near the site of the newly constructed \$67 million Armed Forces Reserve Center at 101st Street and 261st East Avenue. The facility is expected to serve up to 1,200 members a month from state National Guard and Reserve units.





NSU Development

13

>> NORTHEASTERN STATE UNIVERSITY



The state's fastest growing university, Northeastern State University's Broken Arrow campus was rated Oklahoma's "Best Regional University." Enrollment is now well over 3,000 students and continues to climb. There are development opportunities all around the university with frontage along the Creek Turnpike in Broken Arrow. This highway provides easy access to all points around the Tulsa metro area increasing the trade area and making the site more attractive to retailers. The city is currently developing a Festival Park next to NSU-BA in an effort to attract thousands of people to the community for special events.

STATISTICS

DEMOGRAPHICS

2017 Population Projection	6,324	79,872	288,235
2012 Population Estimate	5,900	74,594	270,230
2012 Est. Median Household Income	\$56,470	\$59,244	\$55,325

Source: Nielsen/Claritas

KEY OPPORTUNITY GAP CATEGORIES

Motor Vehicle and Parts Dealers	\$11,625,263	\$8,699,764
Furniture and Home Furnishings	\$1,418,260	\$4,666,772
Electronics and Appliance Stores	\$1,581,780	\$1,186,681
Building Material & Supply Dealers	\$2,830,160	—
Food and Beverage Stores	\$9,070,509	\$35,448,309
Health and Personal Care Stores	\$4,012,204	\$15,482,488
Clothing and Clothing Accessories Stores	\$3,601,854	\$31,640,599
Sporting Goods, Hobby, Book, Music Stores	\$1,320,471	—
General Merchandise Stores	\$9,084,337	\$20,878,426
Miscellaneous Store Retailers	\$513,903	—
Foodservice and Drinking Places	\$4,021,472	\$7,540,481

Source: Nielsen/Claritas



80 Acre Festival Park

New and existing housing within minutes of campus!





New interchange completed
May of 2012

City Control
25 ± Acres
For Sale

City Control
20 ± Acres
For Sale

Privately Owned – For Sale
40 ± Acres

Church Site
12 ± Acres

Creek Turnpike

Privately Owned
40 ± Acres
For Sale

Privately Owned
40 ± Acres
For Sale

Privately Owned – For Sale
110 ± Acres
Development Pending



West Tucson Street (121st)

14

Aspen Creek

>> MIXED USE DISTRICT



With over 200 acres available for retail development in partnership with the City of Broken Arrow, Aspen Creek is Broken Arrow's newest commercial location. Aspen Creek is situated along the Creek Turnpike between Aspen Avenue (145th) and Elm Place (161st), a location destined to be a gathering spot for south Tulsans, Broken Arrowans, as well as residents of other nearby communities looking for new shopping, dining, lodging, entertainment, and office experiences.

STATISTICS

	5 MINUTE DRIVE TIME	10 MINUTE DRIVE TIME	15 MINUTE DRIVE TIME
DEMOGRAPHICS			
2017 Population Projection	17,253	117,195	306,779
2012 Population Estimate	16,696	110,287	292,208
2012 Est. Median Household Income	\$59,743	\$62,039	\$53,270
Source: Nielsen/Claritas			
RETAIL OPPORTUNITY GAPS			
Automotive Parts & Accessories Stores	\$4,063,745	\$7,142,232	
Radio, TV, Electronics Stores	\$3,746,826	\$6,308,979	
Computer & Software Stores	\$1,132,553	\$4,186,792	
Home Centers	\$12,015,773	\$3,310,617	
Building Materials, Lumber Yards	\$11,521,473	\$10,790,353	
Supermarkets	\$27,240,920	\$67,437,898	
Specialty Food Stores	\$1,169,114	\$4,495,601	
Beer, Wine & Liquor Stores	\$1,034,690	\$1,707,025	
Pharmacies & Drug Stores	\$8,229,224	\$22,917,541	
Children's, Infants Clothing Stores	\$642,902	\$2,727,002	
Family Clothing Stores	\$5,732,005	\$16,536,409	
Shoe Stores	\$1,371,801	\$3,580,993	
Sporting Goods Stores	\$1,986,532	\$8,247,957	
General Merchandise Stores (Exc. Dept. Stores)	\$11,940,634	\$22,601,290	
Office Supply & Stationery Stores	\$1,773,925	\$3,053,030	
Source: Nielsen/Claritas			





Main Street

15

>> ARTS & ENTERTAINMENT

Our Main Street is experiencing a renaissance, adding mixed use and “arts & entertainment” venues that create a 24/7 district for shopping, dining, and entertainment. In an effort to foster this continued growth, the City of Broken Arrow has set in place incentives that can be used to assist in build-out/renovation of main street venues to assist entrepreneurs and developers in realizing their vision. This TIF (tax increment financing) district is available in the downtown “arts & entertainment” core. We encourage you to become a part of this new vision for Broken Arrow’s Main Street.



STATISTICS

DEMOGRAPHICS

2017 Population Projection
2012 Population Estimate
2012 Est. Median Household Income

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Nursery & Garden Centers
Convenience Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Other Gasoline Stations
Women’s Clothing Stores
Childrens, Infants Clothing Stores
Family Clothing Stores
Clothing Accessories Stores
Other Clothing Stores
Shoe Stores
Office Supply and Stationary Stores
Special Foodservices
Drinking Places - Alcoholic Beverages
Grocery Stores
Computer and Software Stores
Camera & Photographic Equip. Stores

Source: Nielsen/Claritas

main street

5 MINUTE DRIVE TIME 10 MINUTE DRIVE TIME 15 MINUTE DRIVE TIME

11,882	100,527	303,648
11,564	94,574	289,771
\$42,789	\$54,279	\$49,512
\$1,170,671	\$5,923,290	
\$1,742,023	\$7,453,086	
\$1,029,840	\$5,239,732	
\$1,361,280	\$5,650,176	
\$4,829,879	\$7,864,826	
\$844,130	—	
\$751,022	\$3,153,197	
\$5,325,287	\$16,607,799	
\$116,490	\$602,053	
\$563,551	—	
\$1,486,614	\$6,089,456	
\$1,455,401	—	
\$2,695,994	\$9,429,916	
\$1,416,347	\$5,371,113	
—	\$40,831,932	
\$611,816	\$1,881,273	
\$360,422	\$1,672,868	





Tiger Plaza

16

>> SHOPS, SERVICES & RESTAURANTS



Located at 71st Street and County Line Road, Tiger Plaza offers immediate access to the Broken Arrow Expressway (OK-51) and the Muskogee and Creek Turnpikes, making it the first retail destination for residents north and east of Broken Arrow and Tulsa. One mile to the west, FlightSafety International houses over 650 employees in their newly constructed facility. One mile north of the development is Broken Arrow High school, with 4,300 students attending.

STATISTICS

DEMOGRAPHICS

2017 Population Projection
2012 Population Estimate
2012 Est. Median Household Income

Source: Nielsen/Claritas

RETAIL OPPORTUNITY GAPS

Specialty Food Stores
Children's, Infants Clothing Stores
Family Clothing Stores
Shoe Stores
Special Foodservices
Drinking Places – Alcoholic Beverages
General Merchandise Stores – Clothing & Clothing Accessories

Source: Nielsen/Claritas

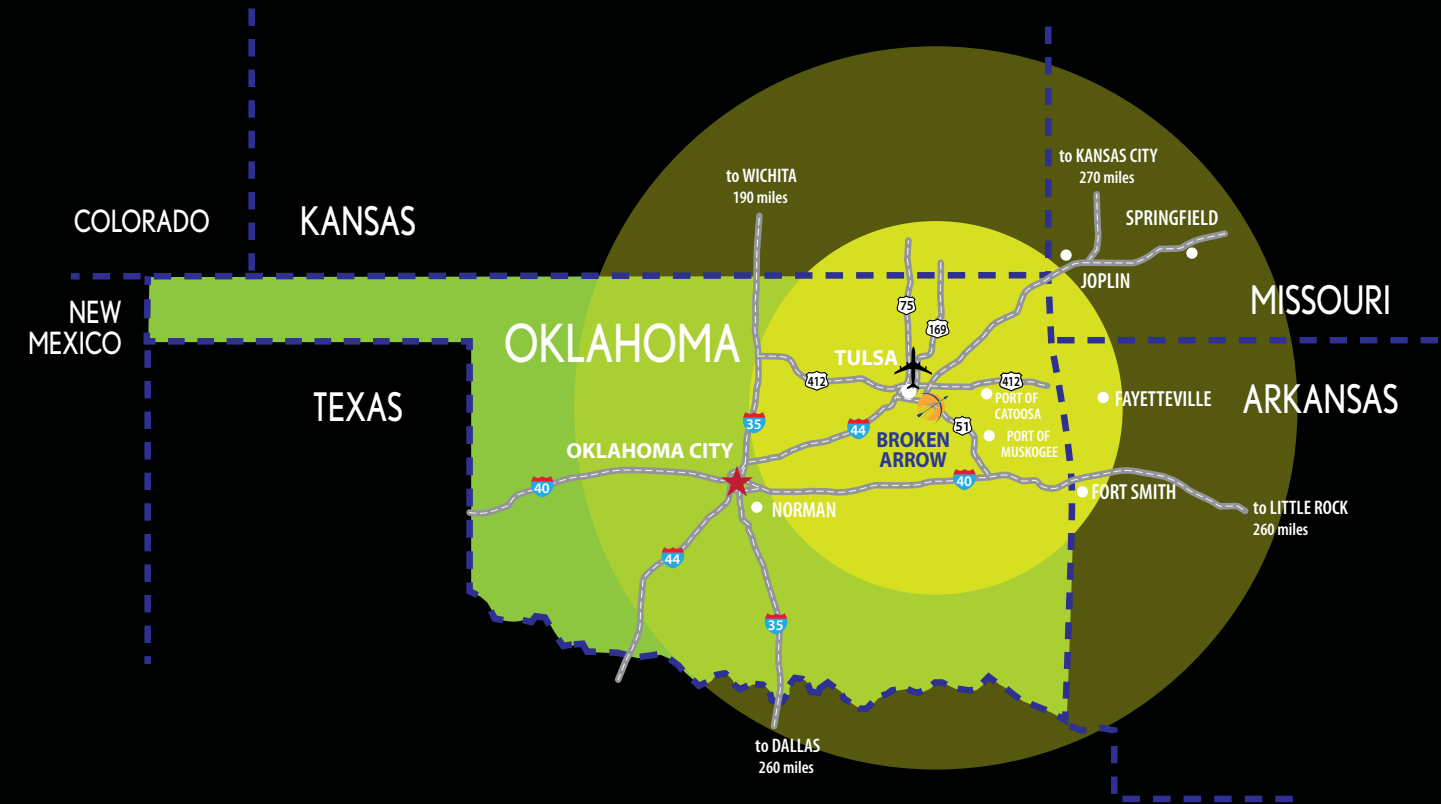
5 MINUTE DRIVE TIME 10 MINUTE DRIVE TIME 15 MINUTE DRIVE TIME

17,332	123,144	381,977
16,264	114,643	367,807
\$49,419	\$51,485	\$47,428

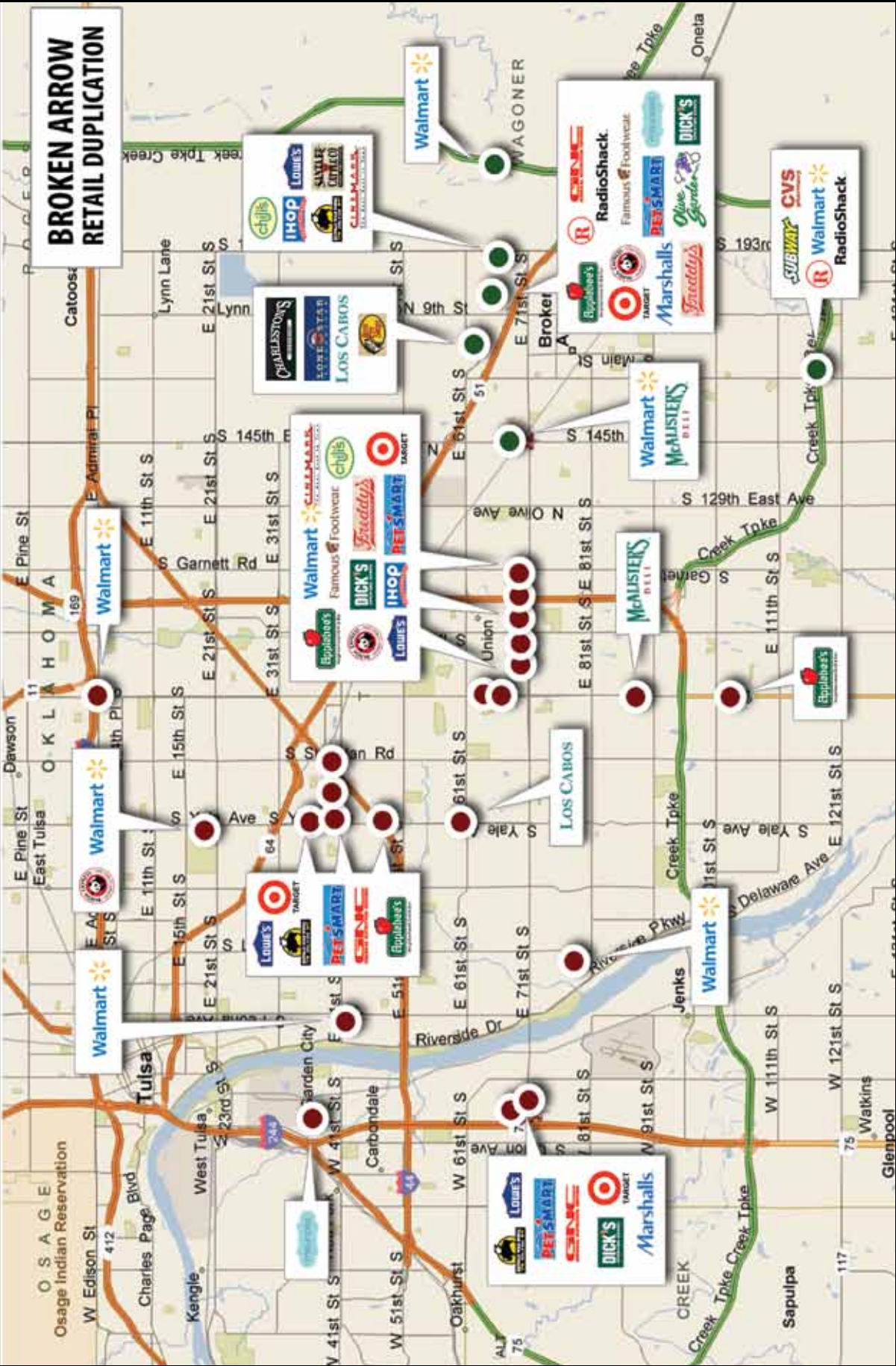
tiger plaza



4TH LARGEST CITY IN OKLAHOMA • 3RD LARGEST NUMBER OF MANUFACTURERS • TOP 10 SAFEST CITIES IN AMERICA • TOP 10 PLACES TO RAISE A FAMILY



Broken Arrow is centrally located in the South Plains Region of the USA.



>> **TULSA/BROKEN ARROW RETAIL DUPLICATION MAP**

Broken Arrow, though closely tied to the Tulsa market, stands alone as a community with a huge spending potential for retail. Here is a map showing examples of the many retailers that have made the valuable decision to take advantage of the Broken Arrow market who are also located in Tulsa, including such major players as Walmart, Lowe's, Target, Cinemark, and many other.

*“Broken Arrow is one of the **fastest growing** communities in Oklahoma. The continued development in this area includes medical facilities, schools, hotels and much more. Charleston’s has 14 successful restaurants located in Oklahoma City, Tulsa, Omaha, Indianapolis and Ft Worth (to name a few locations) and the decision to expand to Broken Arrow was an easy one. We are very optimistic about the future of Charleston’s as well as the community of Broken Arrow.”*

— Matt Kobernus
General Manager, Charleston’s



*“Broken Arrow has embraced **Bass Pro Shops** as a partner, making us very successful. Our customers enjoy the ease of access to the store from all over the state, and the other amenities that Broken Arrow offers during their visit here. Together, we have built an attraction that will live on for decades. We are proud to be in Broken Arrow.”*

— Chris Koeininger
General Manager, Bass Pro

*“Lowe’s has called Broken Arrow **home for over 10 years** at the Park at Adams Creek development. Broken Arrow has grown exponentially in that time and its citizens have been using us to help make their houses more of a home. We have enjoyed the support of the community, and look forward to continuing to serve them.”*

— Keith Kunze
General Manager, Lowe’s



BROKEN ARROW

ECONOMIC DEVELOPMENT CORPORATION

WARREN UNSICKER, CEcD
VICE PRESIDENT OF ECONOMIC DEVELOPMENT
BROKEN ARROW ECONOMIC DEVELOPMENT CORPORATION
918.893.2113 • 918.804.9561 cell
Warren.Unsicker@baedc.com

www.BrokenArrowRetail.com

©2012 BROKEN ARROW CHAMBER OF COMMERCE. ALL RIGHTS RESERVED.

NORMAN STEPHENS
ECONOMIC DEVELOPMENT COORDINATOR
CITY OF BROKEN ARROW
918.259.2400 • 866.852.5718
nstephens@brokenarrowok.gov